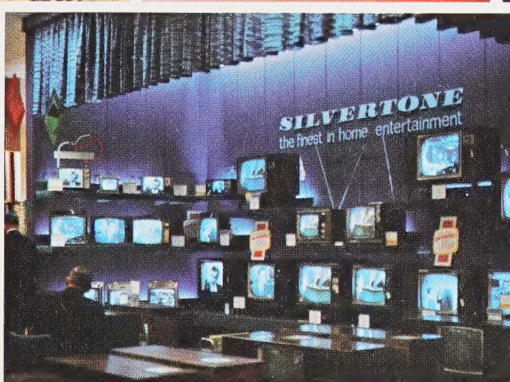


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Simpsons-Sears Limited
Annual Report 1968



This is Simpsons-Sears



Canada is moving fast. So are we. Through our ever-improving catalogues, we have taken our quality merchandise right into the homes of over 10 million Canadians. But that is not all. Last year alone, we added four more major stores to our thriving retail family.

Yes, we are really on the move . . . developing, expanding, improving—making a solid contribution to the economic growth of Canada.



Oshawa, Ontario. Opened August 1968



Burlington, Ontario
opened October 1968

Saskatoon, Saskatchewan
opened November 1968

Chicoutimi, Quebec
opened October 1968



Simpsons-Sears Limited and subsidiary companies
Annual Report for the fiscal year ended January 8, 1969

Directors

Crowdus Baker	Gordon M. Metcalf
Jack C. Barrow	John H. Moore
G. Allan Burton	Douglas J. Peacher
James W. Button	John C. Porter
Austin T. Cushman	William P. Scott
John F. Gallagher	James M. Tory
Charles L. Gundy	Robert E. Wood

Officers

Jack C. Barrow	Chairman of the Board and Chief Executive Officer
Douglas J. Peacher	President
James D. Irving	Vice-President, Merchandising
H. Alexander King	Vice-President, Personnel
Joseph R. O'Kell	Vice-President and Secretary
Edward A. Pickering	Vice-President, Catalogue Order
Morgan Reid	Vice-President, Planning and Development
Frederick R. Southmayd	Vice-President, Finance
James F. Anderson	Treasurer

Head Office

108 Mutual Street, Toronto 2, Canada

Transfer Agent and Registrar

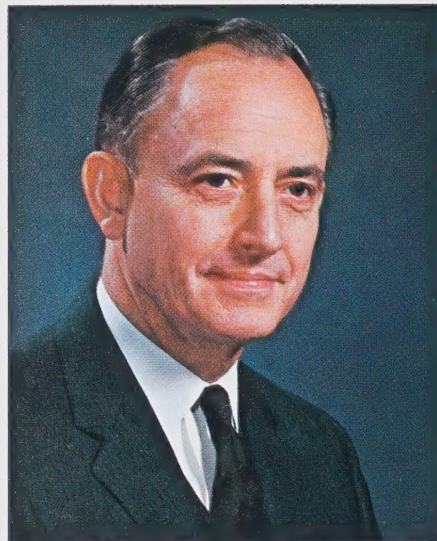
The Royal Trust Company, Toronto, Ont.; Montreal, P.Q.

Highlights	1968 53 Weeks	1967 52 Weeks
Net sales - - - - -	\$540,663,056	\$470,298,406
Net earnings - - - - -	14,420,190	12,791,630
*Per share - - - - -	.94	.84
Dividends paid - - - - -	5,969,969	4,796,209
Per share - - - - -	.39	.33
Shareholders' equity (book value end of year) - - -	135,937,022	125,466,218
Per share - - - - -	8.86	8.22
Municipal realty and business taxes - - - - -	4,362,850	3,617,680
Federal and provincial income taxes - - - - -	15,680,000	13,375,000
Provision for depreciation - - - - -	5,169,597	5,351,184
Contributions to Simpsons-Sears Profit Sharing Retirement Fund and Canada and Quebec Pension Plans - - - - -	3,345,021	2,919,070
Expenditures for fixed assets - - - - -	19,120,990	12,018,375

*Based on shares outstanding at end of year. On basis of average shares outstanding during the year, earnings per share are 94¢ for 1968 and 90¢ for 1967.



Jack C. Barrow, Chairman of the Board



Douglas J. Peacher, President

Directors' report to shareholders

In 1968, for the first time in the Company's history, sales volume was in excess of one-half billion dollars. Profits also reached a new high with an increase of more than \$1.6 million over the previous year.

Consolidated net sales for the fiscal year (53 weeks) were \$540,663,000 and this was an increase of \$70,365,000 or 15.0% over 1967 (52 weeks).

Net earnings of \$14,420,000, in 1968, after all expenses including the Company contribution to the Profit Sharing Retirement Fund, showed an increase of \$1,628,000 or 12.7% over the previous year. These earnings represent 94¢ per share, based on the number of shares outstanding at the end of the year, compared with 84¢ per share in 1967.

Dividends of 39¢ per share were paid in 1968 compared with 33¢ in the previous year.

Shareholders' equity of \$135,937,000, total assets of \$378,773,000 and working capital of \$182,999,000 were all substantially higher than at the end of the previous year.

The Company's expansion program continued according to plan. Capital expenditures during the year amounted to \$19,121,000. Four new major retail stores were opened at Burlington and Oshawa, Ontario; Chicoutimi, Quebec, and Saskatoon, Saskatchewan. Substantial progress was made on a new store opened in Victoria, British Columbia, in February 1969 and work was started on doubling the size of the store at Sarnia, Ontario. Significant expenditures were also made on the facilities to serve catalogue customers. Preopening and start-up expenses absorbed during the year were in excess of \$1.7 million.

This was more than one million dollars higher than for 1967 and more than three times the average for the five years 1963—1967 inclusive.

The Company has announced plans for a new Head Office building to be built in Toronto with occupancy to start in late 1970 and for stores to be located in Moncton, New Brunswick, Windsor, Ontario, and Winnipeg, Manitoba. In addition some smaller stores will be enlarged and among these is the expansion of the store in Port Arthur, Ontario, scheduled for completion this year. Further locations suitable for new stores are under active consideration.

The Company contribution to Simpsons-Sears Profit Sharing Retirement Fund, for the year, totalled \$2,178,000 and this was in addition to \$1,167,000 paid by the Company to the Canada and Quebec Pension Plans. In 1967 the comparable figures were \$1,943,000 contributed to the Profit Sharing Fund and \$976,000 paid to the Canada and Quebec Pension Plans.

During the year we were saddened by the deaths of four members of the Board of Directors. Mr. E. G. Burton was a co-founder of the Company, its first President and first Chairman of the Board. He made an outstanding contribution to the formation and successful development of the Company during the more than fifteen years that he served on the Board. Mr. G. M. Graham was a member of the original Board of Directors elected in 1953 and served successively as Vice-President, President and Chairman of the Board. During this period he made an exceptional contribution to the Company.

Mr. H. A. Benthin and Mr. J. Grant Glassco also made a fine contribution to the Company as Directors through their sound understanding and wise counsel.

During the year Mr. J. H. Moore and Mr. J. M. Tory were elected as Directors of the Company and the total number of Directors will be reduced from sixteen to fourteen at the Annual Meeting of Shareholders to be held in April 1969.

The record results achieved by the Company in 1968 were a reflection of the efforts of more than twenty thousand employees and we express our thanks to them for their contribution. We also express our appreciation to Simpsons, Limited and Sears, Roebuck and Co. who continue to make a fine contribution through their cooperation and support.

To our customers we say thank you for your confidence and loyalty. We will do our best to merit your continued acceptance.

We anticipate a further increase in sales in 1969 as a result of additional volume from our new services and facilities, notably the five new stores opened late in 1968 and early 1969, together with the buoyant outlook for consumer spending during the year.

While the general economy will have a bearing on the results that can be attained, we look forward to new records in sales and profits in 1969.

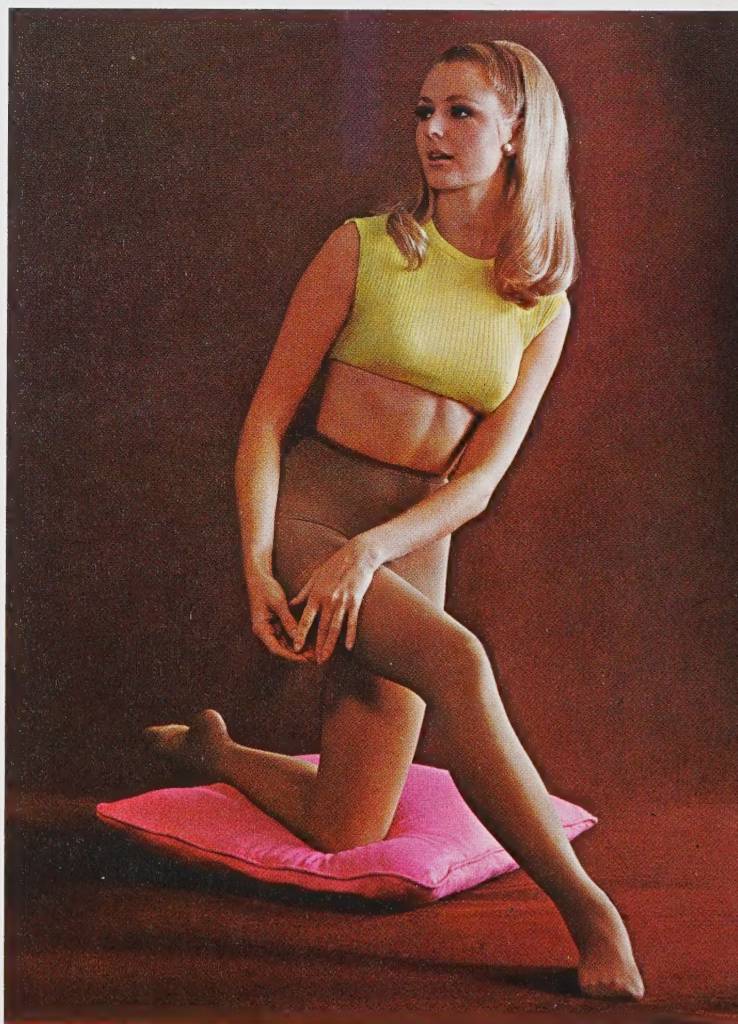
March 17, 1969

 
Chairman President

Every day, through constant research, discovery and updated production, we advance further into the world of consumer comfort. Specialized products are continually being developed not only to improve on our customers' wants but also to give superior service. Everything we sell is backed by our guarantee 'Satisfaction or money refunded.'

Fashion-wise leather coats expertly crafted from butter-soft capeskin leather with magnificent raccoon fur trim. Designed for long wear with detailed stitching, hand-made buttonholes and self-covered buttons. Will give maximum warmth even in the cold Canadian winters—and for warmer days, the deep pile lining simply zips out!

Simpsons-Sears exclusive Cling-alon pantie hose and nylons 'fit right' no matter what you do. Our super-stretch yarn makes them the 'clingiest' stockings or pantie hose ever. They let you bend, stretch, kneel, and always snap back to a perfect fit. They wear longer too—the smooth fit eliminates pull, reducing snags and runs.



Simpsons-Sears home furnishings are custom-developed in cooperation with leading manufacturers to give our customers the top quality products they deserve. Our Trilan carpeting is noted for stain-resistance and tremendous wearability, its exclusive heavy weights and designs give it a lush, rich look and feel.

Our living room suites feature the exciting look of 'furniture today'. Tested manufacturing techniques and materials ensure years of comfort, wear and decor appeal.

Our Fiberglas drapes, with exclusive woven color-matched Fiberglas linings let soft light through . . . provide privacy too.



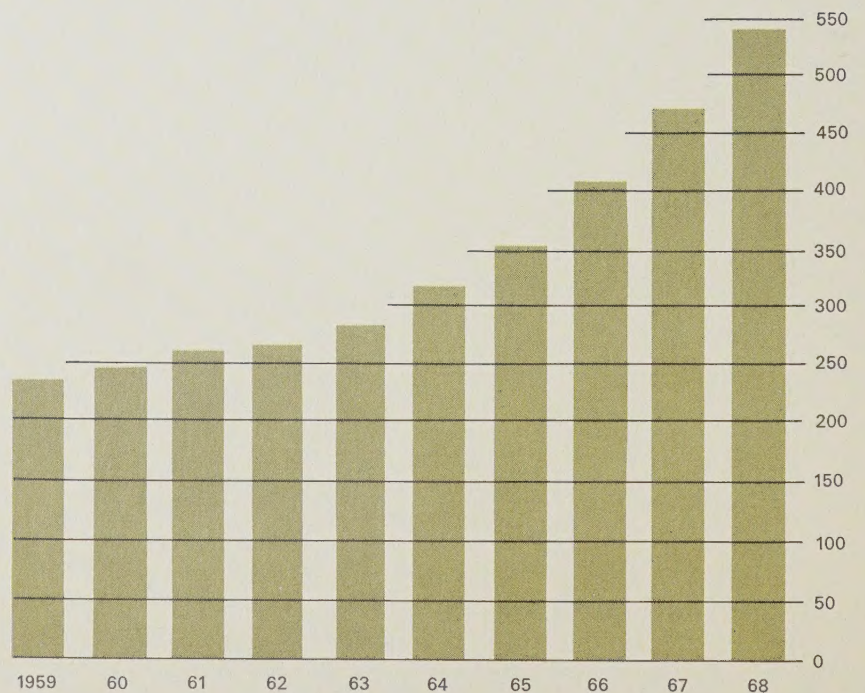
Financing

Working capital, which was at an all time high at the end of the year, was increased during the year by the proceeds from the issue of \$20 million, principal amount, 4½% Convertible Debentures dated October 15, 1968. These debentures mature October 15, 1988 and are convertible at the holder's option until October 15, 1978 into Class A shares of the Company at a conversion rate of 28 Class A shares per \$1,000 principal amount of debentures. 560,000 authorized but unissued Class A shares were set aside and reserved by the Company for the conversion of these debentures.

Sales

millions of dollars

Consolidated net sales of \$540,663,056 in 1968 showed an increase of 15.0% over 1967. This made a compounded average increase of 9.9% per year in the ten-year period 1959 to 1968. New retail facilities brought into operation during 1968 generated approximately 3.5% of Company sales.

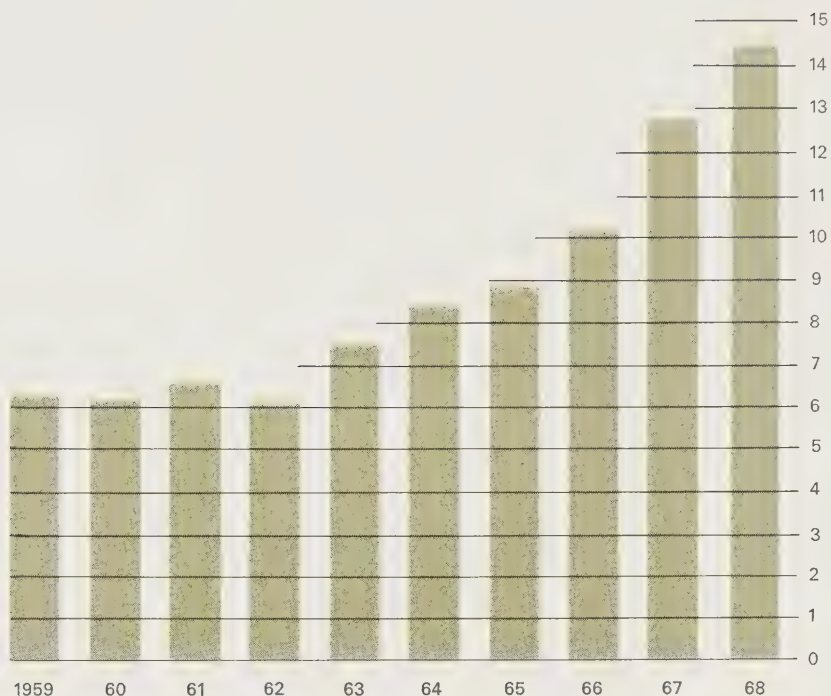


Earnings

millions of dollars

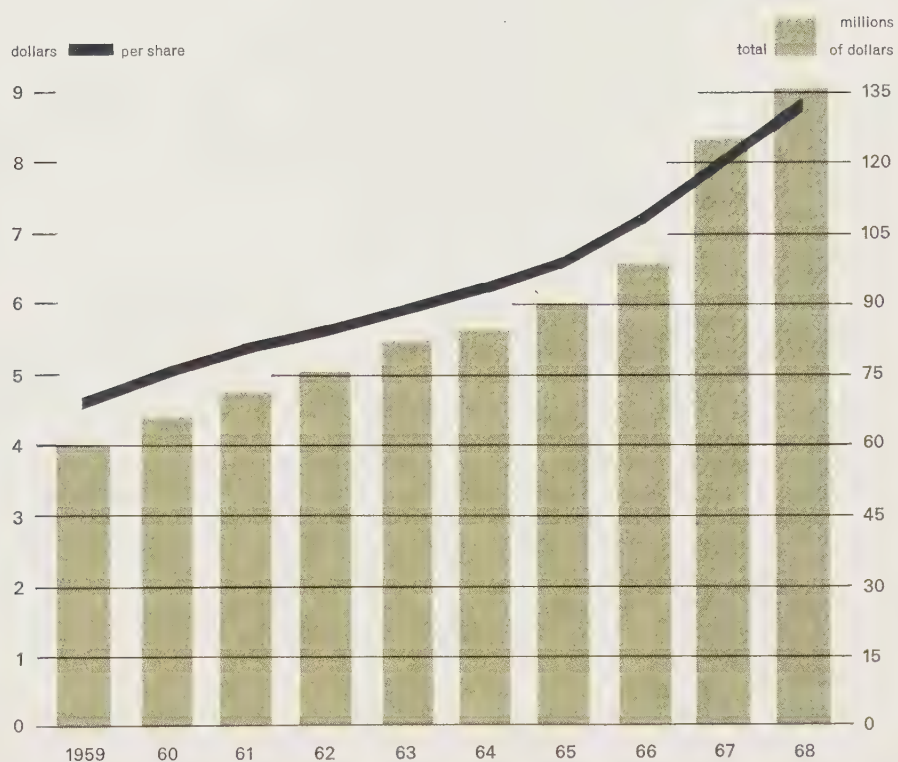
Consolidated net earnings, after taxes, which amounted to \$14,420,190 in 1968 showed an increase of 12.7% over 1967 and this gave a compounded average yearly increase of 9.1% for the ten years 1959 to 1968.

Earnings per share based on the number of shares outstanding at the end of the year reached 94¢ in 1968 compared with 84¢ in 1967 and 48¢ in 1959.



Shareholders' Equity (book value)

Total shareholders' equity increased from \$59,737,333 at the end of 1959 to \$135,937,022 at the end of 1968 and shows a compounded average annual growth of 12.2% over a ten-year period. Equity per share, which was \$4.60 at the end of 1959, increased to \$8.86 at the end of 1968.



Consolidated Balance Sheet

Assets

Current Assets:	At Fiscal Year-end	
	January 8, 1969	January 3, 1968
Cash - - - - -	\$ 4,700,257	\$ 3,441,137
Government of Canada bonds, at cost - - -	112,669	97,981
Accounts receivable (Note 1) - - - - -	170,800,312	162,824,899
Inventories valued at the lower of approximate cost or market - - - - -	104,056,896	78,530,987
Prepaid advertising and other charges - - -	8,987,841	7,260,803
	<u>288,657,975</u>	<u>252,155,807</u>
Investments and Other Assets:		
Investments and advances, at cost (Note 2) - -	12,362,487	8,400,487
Notes receivable on sales of Class A shares of Simpsons-Sears Limited under the Employees' Stock Purchase Plan - - - - -	4,437,261	4,554,469
Refundable federal tax - - - - -	445,928	654,224
	<u>17,245,676</u>	<u>13,609,180</u>
Fixed Assets, at cost:		
Land - - - - -	7,058,053	6,669,228
Buildings, equipment and fixtures - - - - -	93,724,054	80,289,727
	<u>100,782,107</u>	<u>86,958,955</u>
Less accumulated depreciation - - - - -	30,049,168	26,934,596
	<u>70,732,939</u>	<u>60,024,359</u>
Unamortized Bond and Debenture Discount and Expense - - - - -	2,136,847	1,832,698
	<u>\$378,773,437</u>	<u>\$327,622,044</u>

Liabilities

Current Liabilities:	At Fiscal Year-end	
	January 8, 1969	January 3, 1968
Demand and short term notes (Note 3) - - - -	\$ 48,900,000	\$ 36,213,500
Accounts payable - - - - - - - - - -	28,706,384	22,376,141
Accrued wages, rent, interest, etc. - - - -	14,457,856	12,316,421
Income and other taxes - - - - - - - - -	9,881,615	10,066,673
Contribution payable to Simpsons-Sears Profit Sharing Retirement Fund - - - - - - -	2,178,456	1,942,748
Dividend payable March 14, 1969 - - - - -	1,534,409	1,374,648
	<u>105,658,720</u>	<u>84,290,131</u>
Long Term Debt (Note 4) - - - - - - - -	131,060,695	112,463,695
Deferred Income Taxes (Note 5) - - - - -	6,117,000	5,402,000
	<u>242,836,415</u>	<u>202,155,826</u>
Shareholders' Equity		
Capital Stock (Note 6):		
Authorized—		
3,000,000 Class A shares of no par value		
6,600,000 Class B shares of no par value		
6,600,000 Class C shares of no par value		
Issued—		
2,140,388 Class A shares - - - - - - -	16,876,750	14,696,406
6,600,000 Class B shares - - - - - - -	27,500,000	27,500,000
6,600,000 Class C shares - - - - - - -	27,500,000	27,500,000
	<u>71,876,750</u>	<u>69,696,406</u>
Retained Earnings - - - - - - - - - -	64,060,272	55,769,812
	<u>135,937,022</u>	<u>125,466,218</u>
	<u>\$378,773,437</u>	<u>\$327,622,044</u>

Approved on behalf of the Board

J. C. BARROW, Director

D. J. PEACHER, Director

Consolidated Statement of Earnings	For Fiscal Year Ended	
	January 8, 1969 53 Weeks	January 3, 1968 52 Weeks
Net sales - - - - -	\$540,663,056	\$470,298,406
Other income - - - - -	527,884	442,696
	541,190,940	470,741,102
Deduct:		
Cost of merchandise sold and all expenses, except the items shown below - - - - -	487,615,970	423,206,732
Provision for depreciation - - - - -	5,169,597	5,351,184
Interest on bonds and debentures (including amortization of discount and expense) - - -	7,428,567	6,484,688
Other interest - - - - -	3,168,745	2,995,118
Municipal realty and business taxes - - - -	4,362,850	3,617,680
Contribution to Simpsons-Sears Profit Sharing Retirement Fund - - - - -	2,178,456	1,942,748
Contributions to Canada and Quebec Pension Plans - - - - -	1,166,565	976,322
	511,090,750	444,574,472
Earnings before provision for income taxes - - -	30,100,190	26,166,630
Provision for income taxes (Note 5) - - - - -	15,680,000	13,375,000
Net Earnings for the Fiscal Year - - - - -	\$ 14,420,190	\$ 12,791,630

Consolidated Statement of Retained Earnings	For Fiscal Year Ended	
	January 8, 1969 53 Weeks	January 3, 1968 52 Weeks
Balance at beginning of year - - - - -	\$ 55,769,812	\$ 49,149,039
Net earnings for the fiscal year - - - - -	14,420,190	12,791,630
	70,190,002	61,940,669
Dividends declared (Note 7) - - - - - (In 1967, dividends were changed from half-yearly to quarterly and dividends declared in 1967 were for five quarters.)	6,129,730	6,170,857
Balance at end of year - - - - -	\$ 64,060,272	\$ 55,769,812

Consolidated Statement of Source and
Application of Funds

For Fiscal Year Ended
January 8, 1969 January 3, 1968
53 Weeks 52 Weeks

Source of Funds:

Net earnings for the year - - - - - \$ 14,420,190 \$ 12,791,630

Non-cash charges deducted in arriving at net
earnings:

Depreciation - - - - - 5,169,597 5,351,184

Deferred income taxes - - - - - 715,000 465,000

Amortization of bond and debenture discount
and expense - - - - - 152,586 131,333

Funds provided from operations - - - - - 20,457,373 18,739,147

Proceeds from sale of debentures - - - - - 19,543,265 14,666,674

Receipts on sales of capital stock - - - - - 2,297,552 18,573,674

Refundable federal tax - - - - - 208,296 (268,364)

Disposal of fixed assets - - - - - 3,242,813 191,975

45,749,299 51,903,106

Application of Funds:

Expenditures for fixed assets - - - - - 19,120,990 12,018,375

Increase in investments and advances - - - - - 3,962,000 1,463,813

First mortgage bonds purchased for sinking fund 1,403,000 1,832,500

Dividends declared - - - - - 6,129,730 6,170,857

30,615,720 21,485,545

Resulting in an increase in working capital of - - 15,133,579 30,417,561

Working capital at beginning of year - - - - - 167,865,676 137,448,115

Working capital at end of year - - - - - \$182,999,255 \$167,865,676

Notes to Financial Statements

	January 8, 1969	January 3, 1968
1. Accounts Receivable:		
Customer instalment accounts - - - - -	\$164,158,639	\$158,467,984
Miscellaneous accounts - - - - -	12,806,677	10,317,906
	<u>176,965,316</u>	<u>168,785,890</u>
Less allowance for doubtful accounts - - - - -	6,165,004	5,960,991
	<u>\$170,800,312</u>	<u>\$162,824,899</u>
2. Investments and Advances:		
Investments in securities of other companies, including a 25% share interest in Allstate Insurance Company of Canada and Allstate Life Insurance Company of Canada, a 44% share interest in Photo Engravers and Electrotypes Limited, and a 47% share interest and \$2,650,000 income notes of St. Laurent Shopping Centre Limited - - - - -	\$ 7,026,996	\$ 4,449,378
Advances to other companies, mainly interim financing of retail stores under construction - - - - -	5,335,491	3,951,109
	<u>\$ 12,362,487</u>	<u>\$ 8,400,487</u>
3. Demand and Short Term Notes:		
These notes include at January 8, 1969 demand notes of \$19,000,000 payable to banks secured by the pledge of Secured Debentures Series A of Simpsons-Sears Acceptance Company Limited.		
4. Long Term Debt:	January 8, 1969	January 3, 1968
Simpsons-Sears Limited First Mortgage Bonds—		
4¾% Series "A" due April 1, 1973, after deducting \$244,500 at January 8, 1969 and \$358,500 at January 3, 1968 purchased for sinking fund requirements - - - - -	\$ 5,255,500	\$ 5,891,500
4½% Series "B" due April 1, 1979, after deducting \$324,500 at January 8, 1969 and \$182,500 at January 3, 1968 purchased for sinking fund requirements - - - - -	5,925,500	6,692,500
5½% Series "C" due August 15, 1985 (sinking fund payments commence in 1971) - - - - -	10,000,000	10,000,000
Simpsons-Sears Limited 4½% Convertible Debentures due October 15, 1988 - - - - -	20,000,000	—
	<u>41,181,000</u>	<u>22,584,000</u>
Simpsons-Sears Acceptance Company Limited		
Secured Debentures—		
6¾% Series B due February 1, 1980 - - - - -	20,000,000	20,000,000
5½% Series C due February 1, 1980 (U.S. \$5,000,000) - - - - -	4,879,695	4,879,695
5¾% Series D due July 1, 1981 - - - - -	15,000,000	15,000,000
5½% Series E due March 1, 1985 - - - - -	10,000,000	10,000,000
6¼% Series F due March 1, 1986 - - - - -	10,000,000	10,000,000
7% Series G—\$2,800,000 due November 1, 1976 and \$12,200,000 due November 1, 1986 - - - - -	15,000,000	15,000,000
7¼% Series H—\$2,600,000 due August 15, 1977 and \$12,400,000 due August 15, 1987 - - - - -	15,000,000	15,000,000
	<u>89,879,695</u>	<u>89,879,695</u>
	<u>\$131,060,695</u>	<u>\$112,463,695</u>

The 4½% Convertible Debentures are convertible at the holder's option at any time up to October 15, 1978 into 28 Class A shares per \$1,000 principal amount of debentures.

Sinking fund payments required for the five years from January 8, 1969, after deducting bonds purchased for sinking fund requirements, are as follows: 1969—none; 1970—\$806,000; 1971—\$1,875,000; 1972—\$1,875,000; 1973—\$1,125,000. In addition the balance of \$3,250,000 of 4¾% First Mortgage Bonds Series "A" becomes due April 1, 1973.

5. Deferred Income Taxes:

Depreciation and other expenses deductible in computing income taxes for the fiscal year ended January 8, 1969 exceed the amount of such expenses recorded in the accounts. The resulting reduction of \$715,000 in income taxes currently payable has been charged to earnings as part of the provision for income taxes and set aside on the balance sheet as deferred income taxes.

6. Capital Stock:

During the fiscal year ended January 8, 1969, a total of 54,100 Class A shares were issued to Simpsons-Sears Profit Sharing Retirement Fund for \$1,645,313; 20,350 Class A shares were issued under the Employees' Stock Purchase Plan for \$529,100, and 325 Class A shares were issued on the exercise of options held by employees for \$5,931.

With the exception of shares issued on the exercise of options, all shares were issued at market value at time of issue. As at January 8, 1969 options were held by employees, other than officers or directors, to subscribe for 1,775 Class A shares at \$18.25 per share.

The three classes of shares rank equally in all respects except that the Class A shares are non-voting and are entitled to a non-cumulative preferential dividend of 8 $\frac{1}{2}$ % per share in any year. After payment of a similar dividend to the holders of the Class B and Class C shares all three classes rank equally as to dividends. The Class A shares are listed on the Toronto and Montreal Stock Exchanges. The Class B shares are owned by Simpsons, Limited and the Class C shares by Sears, Roebuck and Co.

7. Dividends:

Dividends paid in 1968 were \$5,969,969 which was 39¢ per share and dividends paid in 1967 were \$4,796,209 which was 33¢ per share.

8. Commitments and Contingent Liabilities:

Annual rentals under long term leases (leases for a period of more than five years) amount to approximately \$3,675,000. For the most part these rentals are on leases for periods of from 20 to 35 years.

Simpsons-Sears Limited has unconditionally guaranteed \$16,000,000 principal amount of 8% First Mortgage Sinking Fund Bonds due June 1, 1993 of St. Laurent Shopping Centre Limited. Simpsons-Sears Limited has an equity interest in St. Laurent Shopping Centre Limited and leases a major department store in the shopping centre.

9. Capital Expenditures:

The completion of construction in progress, and the proposed new head office and central administration building, will require capital expenditures of approximately \$16,500,000.

10. Remuneration of Directors and Senior Officers:

For the fiscal year ended January 8, 1969 the remuneration of directors, including salaries of officers who are also directors, was \$336,225 and the remuneration of other senior officers was \$408,460.

Auditors' Report

To the Shareholders of Simpsons-Sears Limited:

We have examined the consolidated balance sheet of Simpsons-Sears Limited as at January 8, 1969 and the consolidated statements of earnings, retained earnings and source and application of funds for the fiscal year then ended. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion these consolidated financial statements present fairly the financial position of the companies as at January 8, 1969 and the results of their operations and the source and application of their funds for the fiscal year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.



Toronto, March 3, 1969.

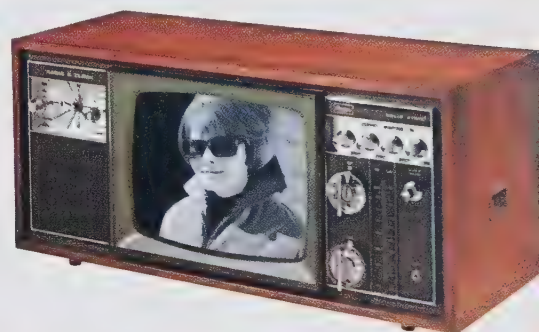
Chartered Accountants.

A company that takes nothing for granted when it comes to serving our customers. That is why we research even the most basic items—we are constantly alert to new ideas resulting in additional consumer oriented features. And for added customer confidence Simpsons-Sears guarantee—'Satisfaction or money refunded.'

Silvertone personal entertainment centre . . . one of the latest miracles for modern living includes an 8-inch TV, AM/FM radio and clock timer, all in a smart walnut veneer cabinet no larger than a breadbox and just as easy to move around.

Coldspot refrigerator-freezer boasts 16.6 cubic feet of storage space—the freezer alone holds 137 pounds of food—yet it measures only 32" wide and 65" high. Spacemaster adjustable shelves ensure the maximum use of space.

All this plus an automatic ice maker. Frostless, too!



Allstate super-wide oval tires of Fiber-glas-and-nylon give up to double the mileage of conventional tires. A footprint 25% wider ensures better traction, allows faster cornering plus extra safety in rain. Allstate tires have no equal at the price.

Simpsons-Sears exclusive Kingsway 'one-size-fits-all' underwear and dress socks for men. Developed to our specifications to provide maximum comfort with outstanding wearability.

Simpsons-Sears toured the world to develop the best possible line of skis and ski boots at the best possible prices. Precision crafted in Austria for Simpsons-Sears, lightning-fast metal skis unbelievably rugged, beautifully controllable, the best ski in its class! And from the Alps, exclusive 5-buckle ski boots designed to give the comfort and support of a fine custom-made boot. Fiberglas reinforced from heel to toe.

When it comes to boats, Simpsons-Sears 'Gamefisher' is the best. Specially adapted for the sportsman . . . has more built-in features than any other: rod-holders, cooler-bait well, cutting board, measuring scale, hook and lure keepers, rod pits and skid-resistant non-glare floor. All this plus a non-tip Fiberglas hull with foam flotation under seats for utmost safety.



Ten Year Summary

1968
53 Weeks

1967

1966

Results for the year (in thousands)

Net sales - - - - -	\$540,663	\$470,298	\$407,759
Earnings before income taxes - - - - -	30,100	26,167	21,106
Provision for income taxes - - - - -	15,680	13,375	10,950
Net earnings - - - - -	14,420	12,792	10,156
Dividends paid - - - - -	5,970	4,796	4,068
Provision for depreciation - - - - -	5,170	5,351	4,520
Expenditures for fixed assets - - - - -	19,121	12,018	6,941

Year-end position (in thousands)

Inventories - - - - -	104,057	78,531	72,895
Land, buildings and equipment—net - - - - -	70,733	60,024	53,549
Total assets - - - - -	378,773	327,622	303,545
Working capital - - - - -	182,999	167,866	137,448
Long term debt - - - - -	131,061	112,464	99,296
Shareholders' equity (book value) - - - - -	135,937	125,466	98,956

Per share of capital stock (in dollars)

Net earnings - - - - -	.94	.84	.74
Dividends paid - - - - -	.39	.33	.30
Shareholders' equity (book value) - - - - -	8.86	8.22	7.20

1965	1964	1963 53 Weeks	1962	1961	1960	1959
\$351,708	\$315,135	\$282,042	\$263,690	\$259,170	\$243,766	\$236,832
17,665	16,880	14,750	12,383	13,345	12,351	12,850
8,855	8,535	7,300	6,285	6,750	6,200	6,630
8,810	8,345	7,450	6,098	6,595	6,151	6,220
4,055	3,601	2,911	2,884	2,192	—	—
4,282	4,016	3,196	3,230	3,005	3,226	3,108
9,987	8,323	5,456	4,118	1,679	2,615	3,446
62,763	55,170	46,549	44,562	44,163	41,025	41,392
51,191	45,781	41,676	42,965	42,078	43,506	45,157
268,008	233,848	206,510	202,574	194,972	185,569	171,341
109,512	92,788	96,928	90,919	88,918	69,091	40,663
75,259	56,863	58,348	58,903	59,949	46,174	26,638
89,929	84,441	80,575	75,409	71,079	66,560	59,737
.65	.62	.55	.46	.50	.47	.48
.30	.26 $\frac{2}{3}$.21 $\frac{2}{3}$.21 $\frac{2}{3}$.16 $\frac{2}{3}$	—	—
6.64	6.25	5.98	5.64	5.40	5.06	4.60

A company where our employees are our greatest strength. And because of their part in providing the utmost service to our customers, personnel training and development at all levels are given top priority. Simpsons-Sears carries out a well-organized company-wide training program—from basic training for new employees through advanced training for management.

Salesmanship: Our salespeople are the first line of communication with our customers. Frequent sales training conferences, employing 'selling situation' techniques ensure a professional approach.



Service: Highly qualified instructors on the staff of Simpsons-Sears national service organization are continually updating the technical skills of our service technicians.



Systems: We have one of the largest computer installations in the country. The challenge of automation requires a continuous training program to develop people in the field of the computer sciences.



Management Development: Simpsons-Sears places particular importance on developing management skills. In our management seminars full participation is encouraged for maximum development.



This is Simpsons-Sears

Spanning Canada from the Atlantic to the Pacific—an integral part of the growth of this great country in serving Canadians from coast to coast.

Catalogue Centres

Halifax, Nova Scotia
Toronto, Ontario
Regina, Saskatchewan
Vancouver, British Columbia

Catalogue Sales Offices

355 Sales Offices across Canada

Retail Stores (32)

Belleville, Ontario
Burlington, Ontario
Burnaby, British Columbia
Calgary, Alberta (2 stores*)
*North Hill
*Southridge
Chicoutimi, Quebec
Dundas, Ontario
Edmonton, Alberta (3 stores*)
*Bonnie Doon
*Meadowlark
*Park Plaza
Fredericton, New Brunswick
Guelph, Ontario
Hamilton, Ontario
Kingston, Ontario
Kitchener, Ontario
Moose Jaw, Saskatchewan
Nanaimo, British Columbia
Oshawa, Ontario
Ottawa, Ontario (2 stores*)
*Carlingwood
*St. Laurent
Peterborough, Ontario
Port Arthur, Ontario
Prince Albert, Saskatchewan
Quebec City, Quebec
Richmond, British Columbia
Saint John, New Brunswick
Sarnia, Ontario
Saskatoon, Saskatchewan
Sault Ste. Marie, Ontario
St. Catharines, Ontario
St. John's, Newfoundland
Winnipeg, Manitoba

